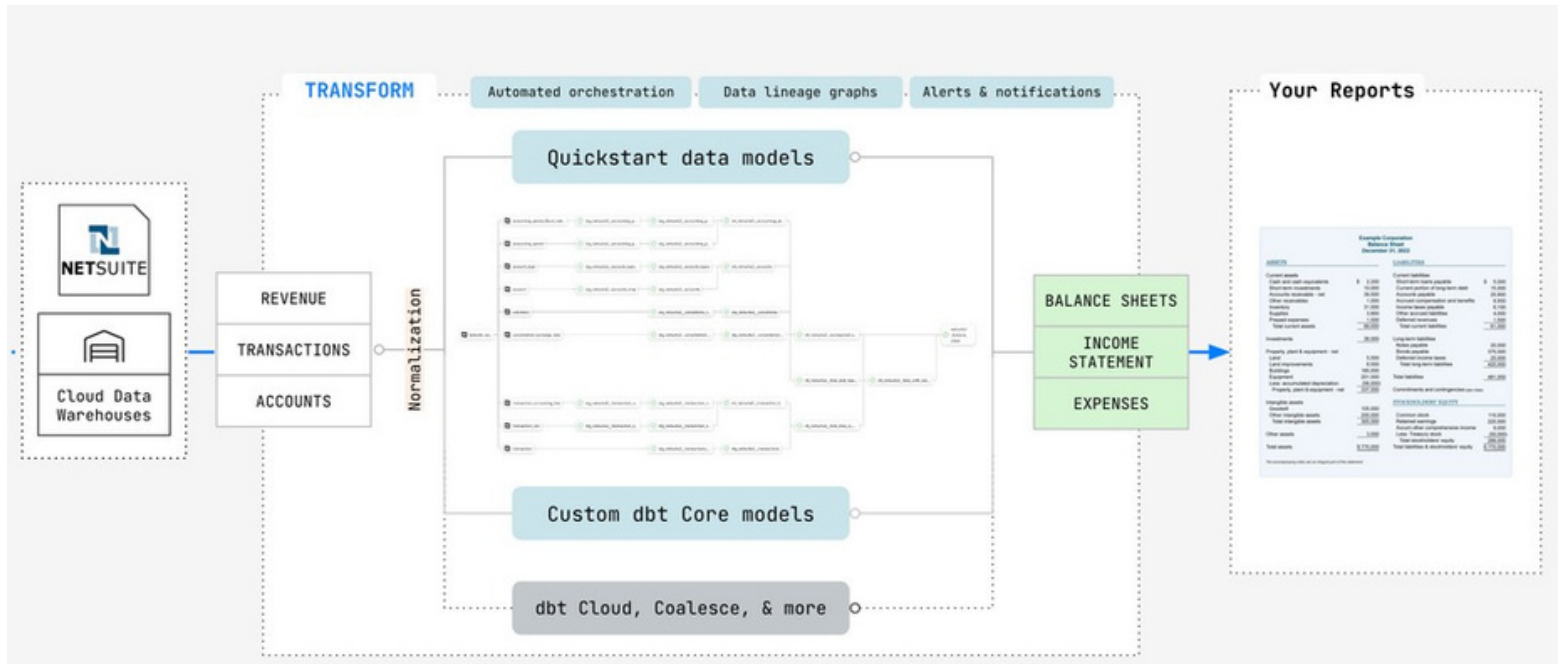


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6. Initiate Historical Sync.
7. Validate and standardize data across each new source in the destination.
8. Use our free **Fivetran Data Models** to help with standardization of the data. Fivetran offers data models for Zuora, Recharge, Quickbooks, Stripe, Recurly, Netsuite and many more.



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9. Use the data to measure monthly recurring revenue (MRR), Customer acquisition cost (CAC) and more.

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